

COOKIE POLICY

Praxis Marketing Consultancy (Pty) Ltd t/a Axario (“Axario”)

Effective Date: 7 October 2026

Last Updated: 7 October 2026

1. Purpose

This Cookie Policy explains how Axario uses cookies and similar technologies when users visit the Axario website or use web-based Axario services.

It should be read together with Axario's Website and Application Privacy Policy & POPIA Notice.

Axario's website currently confirms that essential cookies are used for authentication and session management.

Axario relies on legitimate interests for the use of strictly necessary cookies required for the operation, security and functionality of its website, applications and services. Axario relies on user consent for analytics, advertising, marketing and other non-essential cookies and similar technologies.

2. What Are Cookies?

Cookies are small text files or similar pieces of information that may be stored on a user's device when visiting or using a website or web-based application.

Cookies may be used to:

- keep users signed in;
- maintain secure sessions;
- remember preferences;
- enable website or application functionality;
- improve security; and
- where applicable and permitted, understand how users interact with the website.

3. Strictly Necessary Cookies

Axario currently uses strictly necessary or essential cookies and similar technologies required for the proper and secure operation of the website and platform.

These may include cookies or similar technologies used for:

- user authentication;
- maintaining login sessions;
- security and fraud prevention;
- managing user sessions;
- maintaining platform functionality; and
- remembering certain user or session preferences.

Axario also uses a first-party consent-preference cookie named axario_consent. This cookie records whether the visitor selected “granted” or “denied” through Axario's cookie consent mechanism and is used to remember and apply the visitor's cookie preference.

The axario_consent cookie may remain on the visitor's device for up to 12 months. It does not itself activate non-essential analytics, advertising, marketing or attribution technologies.

The axario_consent cookie may remain in place where a visitor selects “Decline” or subsequently withdraws consent because it is used to remember and respect that preference and to prevent non-essential technologies from being activated contrary to the visitor's choice.

Axario also uses secure session cookies or similar technologies as part of its authentication and security controls.

Because these technologies are necessary for core functionality, disabling them may prevent certain parts of the website or platform from operating correctly.

4. Analytics, Marketing and Attribution Cookies

The Axario marketing website (axario.co.za) uses non-essential cookies and similar technologies for website analytics, performance measurement, campaign and referral attribution, and marketing purposes.

The following tools and technologies are currently used on the marketing website:

- Google Tag Manager;
- Google Analytics 4;
- Meta Pixel;
- LinkedIn Insight Tag; and
- Axario's first-party campaign and referral attribution cookie (axario_attr).

Axario uses a cookie consent mechanism, together with Google Consent Mode v2 where applicable, to manage consent signals for non-essential cookies and similar technologies.

Non-essential analytics, marketing and attribution technologies are not activated until the user selects “Accept” through the cookie banner. “Accept” and “Decline” are presented as equally prominent options.

Users may change or withdraw their preferences at any time through the **Cookie Settings** control available in the website footer. Where consent is withdrawn, applicable non-essential tracking is stopped and the relevant cookies are removed or disabled.

4.1 Campaign and Referral Attribution

With the user's consent, Axario uses a first-party attribution cookie named axario_attr to understand how users are referred to Axario and to measure the effectiveness of marketing and referral campaigns.

The cookie may record:

- UTM campaign parameters, including source, medium, campaign, content and term;

- advertising click identifiers associated with Meta, Google and LinkedIn;
- the landing page through which the user entered the Axario website;
- the hostname of the referring website; and
- the date and time at which the referral was first recorded.

The axario_attr cookie does not itself contain the user's name, email address or Axario user ID.

The cookie has a maximum duration of **90 days** and may be replaced where the user subsequently accesses the website through a new tagged campaign or referral.

The axario_attr cookie is a non-essential attribution cookie and is only set after the user has provided the applicable consent through Axario's cookie consent mechanism.

Where the user proceeds from the Axario website to Axario Home or Axario Business after providing the applicable consent, relevant campaign and referral information may be passed to the application for attribution purposes. If the user subsequently creates an account, this information may be associated with the user's account.

Users may withdraw their cookie consent at any time through the **Cookie Settings** control. Where the applicable consent is withdrawn, the axario_attr cookie is deleted and further collection and transfer of campaign attribution information through the cookie is stopped.

Withdrawal of cookie consent does not automatically delete attribution information that was previously associated with an Axario account. The processing, retention and data subject rights applicable to information stored by Axario are addressed in Axario's **Website and Application Privacy Policy & POPIA Notice**.

5. Axario Business and Axario Home

Axario Business and Axario Home do not currently use third-party advertising or behavioural analytics tools such as Google Analytics, Meta Pixel or LinkedIn Insight Tag within the applications.

5.1 Axario Home

Axario Home collects limited first-party usage and technical information for operational, security, product-improvement and service-performance purposes.

This may include:

- one application-open event per user session, including the initial page accessed, referring website, browser type and device platform;
- events relating to the display, selection or completion of an application installation prompt; and
- whether certain application features, including Search and Ask Axario, have been used.

Axario does not record the content of searches, questions submitted through Ask Axario, household information or the user's page-to-page navigation for these usage-measurement purposes.

Where the user is signed in, these usage events may be associated with the user's account and household.

Axario does not retain the user's raw IP address as part of these usage records. Where an encoded representation derived from an IP address is created for technical, security or measurement purposes, it is generated using a protected secret. If the required secret is unavailable, Axario does not create or store the encoded representation.

This information is collected directly by Axario and is accessible only to authorised Super Admin users. It is not provided to third parties for advertising or third-party analytics purposes.

Identifiable Axario Home usage events are retained for 90 days. Thereafter, relevant usage information may be converted into anonymous aggregated daily statistics and the underlying identifiable usage records are deleted. The aggregation process removes information that could directly associate the statistics with a particular user or household and applies additional measures to reduce the risk of re-identification.

Detailed error-event information is retained for 90 days and is thereafter deleted.

Anonymous aggregated usage statistics may be retained for up to 24 months for product-improvement, service-performance and trend-analysis purposes.

Axario maintains a record of its usage-data retention reviews and deletion processes.

5.2 Axario Business

Axario Business does not currently collect equivalent first-party usage-event analytics and does not maintain visit, page-view or usage-event analytics logs.

Axario Business does, however, maintain operational and audit records of actions performed within the platform, including the user who performed an action, the nature of the action and the date or time of the action. These records support operational, security, accountability and compliance functions and are not used for behavioural advertising or general user profiling.

5.3 Campaign and Referral Attribution

When a person signs up for Axario Home or Axario Business, Axario may record information identifying how the person was referred to or discovered Axario. This may include campaign parameters such as UTM parameters, the relevant landing page, referring website and advertising click identifiers associated with platforms such as Google, Meta or LinkedIn. This information may be associated with the user's profile.

Where campaign and referral attribution information is collected through non-essential cookies or similar technologies on the Axario marketing website, the applicable information is collected and transferred to Axario Home or Axario Business only after the user has provided the applicable consent in accordance with this Policy.

If the applicable consent is declined or withdrawn, further collection and transfer of campaign attribution information through these non-essential technologies is stopped as described in section 4.1.

Lovable's built-in Visitor Analytics feature is disabled for Axario Business and Axario Home.

6. Analytics, Marketing and Technologies Used

Tool / Provider	Where Used	Purpose
Google Tag Manager	Axario marketing website	Tag and consent-related configuration
Google Analytics 4	Axario marketing website	Website usage and analytics
Meta Pixel	Axario marketing website	Marketing and campaign measurement
LinkedIn Insight Tag	Axario marketing website	Marketing and campaign measurement
Google Consent Mode v2	Axario marketing website	Manages applicable Google tag behaviour according to consent choices
axario_attr	Axario marketing website	First-party campaign and referral attribution
axario_consent	Axario website / applicable Axario web services	Records and applies the visitor's cookie-consent preference

The axario_attr cookie has a maximum duration of **90 days**. It is a non-essential attribution cookie and is set only after the visitor has provided the applicable consent. Further information regarding the information recorded through this cookie and how campaign and referral attribution operates is set out in Section 4.1 of this Policy.

The axario_consent cookie has a maximum duration of **12 months**. It is used to record and apply the visitor's cookie-consent preference and does not itself activate non-essential analytics, advertising, marketing or attribution technologies.

Non-essential analytics, marketing and attribution technologies are activated only after the user has provided the applicable consent through Axario's cookie consent mechanism.

Axario seeks to collect and process only the information reasonably necessary to understand website performance, improve user experience, measure marketing and campaign effectiveness and maintain platform security.

7. Third-Party Cookies and Technologies

Certain third-party services or integrations used by Axario may place or use their own cookies or similar technologies.

Website fonts and video thumbnail images used by Axario are served from Axario-controlled resources and are not loaded from the relevant third-party provider when the webpage is displayed. Where a user chooses to play or access third-party video content, the relevant third-party service may then be contacted and may use cookies or similar technologies in accordance with that provider's applicable privacy and cookie practices.

These may include providers supporting:

- authentication;
- hosting and infrastructure;
- embedded maps or related Google services;
- payment functionality;
- platform integrations; or
- other features selected by the user.

Where third-party services are used, their processing may also be subject to the relevant provider's own privacy and cookie practices.

Some third-party providers may process information in jurisdictions outside South Africa. Where cookies or similar technologies involve the transfer of personal information outside South Africa, Axario will take reasonable steps to ensure that such transfers comply with applicable data protection laws, including POPIA where applicable.

8. Authentication and Session Cookies

Authentication and session cookies are used to:

- verify that a user is logged in;
- maintain a secure authenticated session;
- prevent unauthorised access; and
- support the secure operation of Axario Home and Axario Business.

These cookies are essential to provide account-based functionality.

9. Cookie Consent

Strictly necessary cookies and similar technologies may be used where required to provide, operate, secure and maintain Axario's website and services.

Axario uses a first-party consent-preference cookie (axario_consent) to record and apply the visitor's cookie choice. This cookie records whether the visitor selected “granted” or “denied” through Axario's cookie consent mechanism and may remain on the visitor's device for up to 12 months.

Analytics, advertising, marketing and attribution cookies and similar non-essential technologies on the Axario marketing website are activated only after the visitor has provided the applicable consent through Axario's cookie consent mechanism.

Users may select “Accept” or “Decline”, with both options presented with equal prominence.

Users may subsequently change or withdraw their consent at any time through the **Cookie Settings** control available on the website.

Where consent is declined or subsequently withdrawn, applicable non-essential tracking is stopped and the relevant non-essential cookies and similar technologies are not activated or are removed or disabled, as applicable. Further collection and transfer of campaign and referral attribution information through the applicable non-essential technologies is also stopped.

The axario_consent cookie may remain in place after a visitor selects “Decline” or withdraws consent because it is used to record and respect the visitor's preference and to prevent non-essential technologies from being activated contrary to that preference.

Cookie retention periods vary depending on the purpose of the cookie. Some cookies expire at the end of a browsing session, while others may remain on a device for a defined period unless deleted earlier by the user or as a result of the withdrawal of consent, where applicable.

Axario's first-party campaign and referral attribution cookie (axario_attr) has a maximum duration of 90 days and is set only after the visitor has provided the applicable consent.

The axario_consent consent-preference cookie has a maximum duration of 12 months.

10. Managing Cookies

Users may manage or disable cookies through their browser settings.

Depending on the browser, users may generally:

- view stored cookies;
- delete cookies;
- block certain cookies;
- block all cookies; or
- configure the browser to notify them before cookies are stored.

Blocking essential cookies may result in certain Axario functionality, including login or session functionality, not working correctly.

11. Mobile Applications

Native mobile applications do not necessarily rely on browser cookies in the same way as websites.

Axario applications may use equivalent technologies, secure device storage, authentication tokens or similar mechanisms where necessary to:

- authenticate a user;
- maintain a session;
- remember settings;
- provide notifications; or
- support application functionality.

These technologies are covered by this Policy where they serve a similar purpose to cookies.

12. Direct Marketing and Cookies

Where cookies or similar technologies are used for marketing, campaign measurement, attribution or behavioural targeting, Axario will comply with the applicable requirements of POPIA and other applicable privacy requirements.

The Axario marketing website currently uses Google Analytics 4, Meta Pixel and LinkedIn Insight Tag for website analytics, marketing and campaign measurement, together with Axario's first-party campaign and referral attribution cookie (axario_attr). Google Tag Manager is used to manage and deploy applicable tags, and Google Consent Mode v2 is used to manage applicable Google consent signals.

Non-essential analytics, marketing and attribution technologies are activated only after the user has provided the applicable consent through Axario's cookie consent mechanism.

Users may change or withdraw their consent at any time through the Cookie Settings control available on the website. Where consent is declined or subsequently withdrawn, applicable non-essential tracking is stopped and the relevant non-essential cookies and similar technologies are not activated or are removed or disabled, as applicable.

Consent to cookies or similar technologies is separate from any consent or other lawful basis that may be required for direct marketing communications. Axario's processing of personal information for direct marketing purposes is addressed in its Website and Application Privacy Policy & POPIA Notice.

13. Changes to this Cookie Policy

Axario may update this Cookie Policy from time to time to reflect:

- changes to the website or applications;
- new or changed technologies;
- changes to third-party services;
- changes to cookie functionality; or
- legal or regulatory developments.

The updated Policy will be published on the Axario website with the revised effective or last-updated date.

14. Data Subject Rights

For information regarding data subject rights, including rights of access, correction, deletion, objection, withdrawal of consent and the lodging of complaints, please refer to Axario's Website and Application Privacy Policy & POPIA Notice.

15. Contact Axario

Questions regarding Axario's use of cookies or similar technologies may be directed to:

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